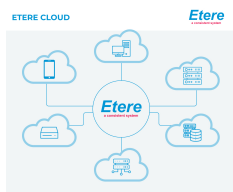


## MOVING HIGH TO CLOUD

ETERE's cloud-based model brings high scalability, accessibility, speed and availability to your organization.



Etere Cloud

This presentation brings an overview on the ETERE's successful application of the cloud concept to the video industry; it explains how ETERE takes your traditional IT resources to a higher level, enabling your organization to move high to the cloud, extending significantly the IT landscape and boundaries of your broadcast workflow and replacing most of your traditional physical devices with virtual IT resources interconnected under a true, reliable, powerful and easy to use cloud environment.

### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

